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FOR IMMEDIATE RELEASE

THE AMERICAN ACADEMY OF DERMATOLOGY SELECTS APTIFY'S ASSOCIATION MANAGEMENT SYSTEM

Washington, D.C. (July 21, 2009) – The American Academy of Dermatology (AAD), the largest, most influential and most representative of all dermatological associations in the United States, has selected Aptify as its new Association Management System (AMS).

AAD selected Aptify from a field of eight vendors which were being asked to provide a new AMS that could be upgraded easily and tightly integrated with its Web site. According to AAD's Chief Executive Officer and Executive Director Ronald A. Henrichs, CAE, "Aptify was the best fit for our organization. The flexibility of Aptify will allow us to adapt the software to align with our business processes and tightly integrate with our new content management system (CMS)."

A key deciding factor for AAD was Aptify's Business Process Automation capability. Henrichs said, "Dividing our business into workflows with assigned individuals executing their functions in a logical manner is one of the key functions of Aptify we hope to utilize." The Business Intelligence features of Aptify also were a key differentiator for AAD. Providing AAD staff easy access to relevant system data in a meaningful way, such as summary charts or action item lists on their dashboards, will help drive efficiency.

The underlying platform within the Aptify AMS solution will give AAD the flexibility to create dashboards on the fly and modify the business rules of any application as the Academy's needs change. The Aptify Application Lifecycle Platform also assures a clearly defined upgrade path, so that AAD's configurations will transfer to new versions of Aptify's software in any future upgrades.

Henrichs believes Aptify is the product that will help AAD better understand its members and prospective members so that it can better meet their needs and exceed their expectations. "We anticipate that Aptify will allow the users to easily access, manipulate and analyze data. Our information services department hopes to utilize a system that allows us to build additional functionality as needed internally, rather than outsource to a vendor. Executives expect to be able to better manage data about members in order to improve our decision-making processes and achieve greater operational efficiencies," said Henrichs.

Aptify's CEO Amith Nagarajan said, "AAD is a complex medical specialty society. We are pleased to have this organization join the growing group of medical associations Aptify already serves. Through our out-of-the-box best practices and flexible workflow engine, AAD will achieve significant productivity improvements. We are pleased to announce this new relationship and aid AAD in the ultimate goal of continually increasing member value."



About The American Academy of Dermatology

Headquartered in Schaumburg, Ill., the American Academy of Dermatology, founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 16,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or www.aad.org.

About Aptify

Since its inception in 1993, Aptify has grown to be a leader in enterprise application software. Aptify provides many business solutions including membership management, subscription and publication fulfillment, exposition and meeting management, and e-Business. Aptify software offers great flexibility, rapid implementation, high scalability and lower cost of ownership.

Aptify Membership, one of Aptify's business solutions, is the most technologically advanced membership and customer management system available today. Aptify Membership meets the needs of associations, non-profits and other member-based organizations of all sizes with a comprehensive suite of business applications and integrated e-Commerce and Web-enabled applications. Aptify is headquartered in Washington, D.C. and maintains offices in Chicago, California and Pennsylvania. Aptify has an active international partner presence in Australia, the United Kingdom, Canada, Denmark, Hungary and Finland. Aptify was recognized twice by the Inc. 500 as one of the fastest growing privately held companies headquartered in the United States.

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